

Message Text

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SUBJ: FY78 CCP HIGHLIGHTS

1. EMBASSY AND CONGEN HAVE BEEN VERY ACTIVE IN SECOND QUARTER OF FY78 CCP WORKING TO ACHIEVE CAMPAIGN OBJECTIVES AND STRENGTHEN OVERALL COMMERCIAL PROGRAM. FOLLOWING IS SUMMARY OF CAMPAIGN AND OTHER POST-INITIATED ACTIVITIES.

2. ZAGREB FALL FAIR. PLANNING IS PROCEEDING WELL, WITH 12 FIRMS COMMITTED TO OR INTERESTED IN PARTICIPATION AND AGREEMENT NEAR ON SUBLEASING SPACE IN OLD US PAVILION FROM PROGRES. PROGRES HAS OFFERED TO PROVIDE 900 SQUARE METERS OF SPACE IN SUITABLE AREA OF PAVILION. ONLY OUTSTANDING ISSUE RELATES TO PROGRES DEMAND FOR FINANCIAL COMPENSATION FOR ADDITIONAL COSTS INCURRED FOR VACATING SPACE RESERVED FOR U.S. AND PREPARING NEW DISPLAY AREA IN OTHER PAVILION. WE EXPECT TO WORK OUT MUTUALLY ACCEPTABLE COMPROMISE SOON. FAIR DIRECTOR HAS GIVEN ORAL ASSURANCES THAT HE WILL APPROVE ARRANGEMENT EVEN THOUGH IT IS NOT NORMAL PRACTICE. FOLLOWING US FIRMS HAVE INFORMED EMBASSY THAT THEY WILL DEFINITELY PARTICIPATE IN FAIR: STONE AND WEBSTER ENGINEERING, ORION RESEARCH, ENGELHARD MINERALS, GENERAL ELECTRIC, GENERAL MOTORS, INGERSOLL-RAND, US STEEL, WESTINGHOUSE, AND OK MACHINE AND TOOL. FINNIGAN CORP., PAN AM AND PEPSICO HAVE INDICATED PROBABLE COMMITMENT.

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3. AGRICULTURAL MACHINERY/FOOD PROCESSING EQUIPMENT CAMPAIGN. FROZEN FOODS TSS GAVE MAJOR BOOST TO THIS CAMPAIGN AND AGAIN KEPT ADVANCED US TECHNOLOGY AND EQUIPMENT IN PUBLIC EYE. ALMOST 300 TECHNICIANS AND MANAGERS FROM AGRO-INDUSTRIAL ENTERPRISES IN ALL THE REPUBLICS AND PROVINCES ATTENDED THIS HIGHLY SUCCESSFUL EVENT.

4. CHEMICAL INDUSTRY EQUIPMENT AND TECHNOLOGY CAMPAIGN. LATEST US PETROCHEMICAL TECHNOLOGY AND EQUIPMENT WILL BE HIGHLIGHTED IN TSS ON

APRIL 3-4 IN DUBROVNIK. INVITATIONS AND BROCHURES HAVE BEEN SENT TO NEARLY 200 KEY ENTERPRISES AND BUSINESS ORGANIZATIONS IN THE CHEMICAL INDUSTRY. INITIAL RESPONSES INDICATE THAT THE SEMINAR WILL BE WELL ATTENDED.

5. MAJOR PROJECTS/PRODUCT OPPORTUNITIES. EMBASSY'S NEW REPUBLICAN/PROVINCIAL VISIT PROGRAM IS PROVIDING OPPORTUNITY TO REVIEW MAJOR PROJECTS WITH REGIONAL OFFICIALS AND ENTERPRISE EXECUTIVES ON REGULAR BASIS. SO FAR, VISITS HAVE BEEN MADE TO MACEDONIA, MONTENEGRO, VOJVODINA AND SERBIA. VISITS TO OTHER REPUBLICS AND PROVINCES ARE NOW BEING SCHEDULED FOR MARCH-APRIL. WHILE INFORMATION IN VISIT REPORTS IS OFTEN PRELIMINARY AND LACKS SPECIFICS, IT IS HOPED THAT THESE REPORTS WILL PROVIDE TIMELY EARLY WARNING ON A SELECTED NUMBER OF MAJOR PROJECTS IN WHICH US FIRMS HAVE GOOD PROSPECTS. TRADE OPPORTUNITY REPORT IN REGULAR FORMAT WILL BE PREPARED ON EACH PROJECT AS SOON AS ADDITIONAL INFORMATION IS OBTAINED.

6. COMMERCIAL NEWSLETTER. THIRD ISSUE OF QUARTELY COMMERCIAL NEWSLETTER WENT TO PRESS IN MARCH FOR DISTRIBUTION IN FIRST WEEK OF APRIL TO 2,800 BUSINESS AND ECONOMIC ORGANIZATIONS. CONTENTS HAVE BEEN EXPANDED TO INCLUDE US/YUGOSLAV COMMERCIAL NEWS AND SPECIAL SECTION ON US AGRICULTURAL PRODUCTS PREPARED BY AGATT. UNCLASSIFIED

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RESPONSE TO NEWSLETTER HAS BEEN HIGHLY FAVORABLE AMONG BOTH BUSINESSMEN AND GOVERNMENT OFFICIALS.

7. SPECIAL TRADE PROMOTION. SEPARATE INFORMATIONAL MAILINGS WERE SENT TO OVER 300 ENTERPRISES AND ECONOMIC ORGANIZATIONS TO PROMOTE FEBRUARY 1978 INTERNATIONAL FOOD PROCESSING EXHIBITION IN CHICAGO, JANUARY 1978 PROCESS CONTROL INSTRUMENTATION EXHIBITION IN MILAN TRADE CENTER AND MARCH 1978 GRAPHIC ARTS EXHIBITION, ALSO IN MILAN. THESE EVENTS AND OTHERS IN US AND AT USDOC TRADE CENTERS WERE PROMINENTLY NOTED IN COMMERCIAL NEWSLETTER.

8. POST-INITIATED EVENTS AND PROJECTS.

A. MARKETING SEMINAR. ON MARCH 9-10 EMBASSY, WITH FINANCIAL AND ADMINISTRATIVE SUPPORT OF USIS AND YUGOSLAV CHAMBER OF ECONOMY, ORGANIZED SEMINAR ON MARKETING IN US. POST EFFORT WAS INTENDED TO DEMONSTRATE US RECOGNITION OF NEED FOR INCREASED TWO-WAY TRADE IF US/YUGOSLAV ECONOMIC RELATIONS ARE TO EXPAND AND DEVELOP ON SOUND, LONG-TERM BASIS. ABOUT 160 PERSONS ATTENDED THE SEMINAR, INCLUDING REPRESENTATIVES OF MANY ENTERPRISES WHICH IMPORT SUBSTANTIALLY FROM THE US. PRESS COVERAGE, WHICH IN ITSELF IS UNUSUAL FOR US SEMINARS, WAS VERY FAVORABLE.

B. MARKET RESEARCH. CONGEN ZAGREB IS PREPARING STUDY ON
MEDICAL INSTRUMENTS AND EQUIPMENT MARKET. PRELIMINARY RESULTS
SHOW SUBSTANTIAL TRADE OPPORTUNITIES FOR US FIRMS.
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